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62.67 *Finer Roses . . .*

1953

*for
lasting
beauty*

FLORADORA
ROSE

A Choice Selection from

SIEBENTHALER'S

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CHOICE HYBRID TEA ROSES OF OUTSTANDING BEAUTY

10 or More Plants 10% Discount

except on POTTED PLANTS, available in late spring in most varieties at 50c additional.

ADD 3% OHIO SALES TAX

The varieties marked with an asterisk (*) are All-America Rose Selections, having received the highest score of all Roses tested in the official test gardens throughout the United States.

Applause. Pat. 829. Deep rich pink, very double, fragrant blooms. Vigorous, well-branched plant, highly productive. Winner of the Bagatelle Gold Medal. \$2.00 each.

Buccaneer. Pat. app. for. Large to medium, urn-shaped buds. Cupped, double, lemon-yellow blooms with dark green, leathery foliage. Upright. \$2.75 each.

California.* Pat. 449. Pointed buds of ruddy orange; open flowers blended gold with reverse of petals coppery pink. A strikingly beautiful Rose and one of the best of its color. \$1.50 each.

Charlotte Armstrong.* Pat. 455. Long, pointed bud of blood-red, opening to solid rich cerise. Very large and fine. An outstanding variety. \$2.00 each.

Christopher Stone. Rich scarlet that holds from bud stage until petals fall. Intense Damask fragrance. \$1.50 each.

Chrysler Imperial.* Pat. app. for. All-America Award Winner for 1953. Glorious large, crimson-red blooms. A fragrant, ideal exhibit Rose. \$3.00 each.

Condesa de Sagato. Cupped flowers of fiery copper inside and rich gold on the reverse. \$1.50 each.

Countess Vandal. Long, perfectly formed buds ideal for cutting. Brilliant two-toned pink shaded salmon and gold. A healthy plant of moderate size. \$1.50 each.

Crimson Glory. Large, urn-shaped buds opening to deep vivid crimson. Delightful fragrance. One of the finest and most popular of all red Roses. \$1.75 each.

Dainty Bess. Single; delicate pink with conspicuous central maroon-colored stamens. Blooms last exceptionally well. \$1.50 each.

Debonair. Pat. 677. Clear primrose-yellow, very double. Delightful old-Rose fragrance. Handsome, glossy, disease-resistant foliage. \$1.75 each.

Eclipse. Pat. 172. Exceptionally long "streamlined" buds of golden yellow. Prolific bloomer. An ideal Rose for cutting. \$1.75 each.

Etoile de Hollande. First introduced in 1925. Still the standard by which other red Roses are judged. Especially fine fragrance and form. \$1.50 each.

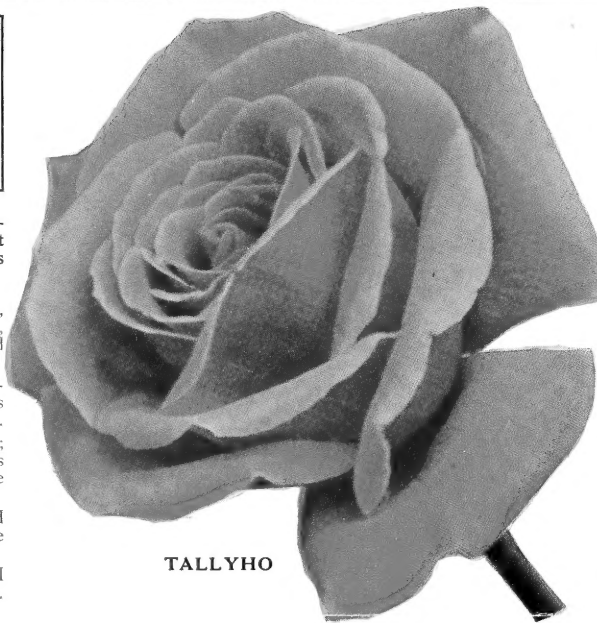
First Love. Pat. 921. Sensational long buds of soft dawn pink, similar in form to Eclipse. The plant is vigorous and free flowering. \$2.25 each.

TREE ROSES

We offer a fine assortment of growing, potted Tree Roses at \$6.50 each. Ask for list of available varieties.



HIGH NOON



TALLYHO

Forty-Niner.* Pat. 792. Probably the most brilliant bicolor ever introduced. Outside of petals is rich chrome-yellow, inside face of petals is vivid Orient red changing to cherry-red. \$2.25 each.

Fred Howard.* Pat. 1006. A 1952 All-America Winner! Fully double blooms of cream-yellow with edges of petals penciled pink. A good cutting Rose. \$2.50 each.

Good News. Pat. 426. Fragrant, well-formed flower of delicate pink and apricot. Vigorous, well-shaped plant; prolific bloomer. \$1.75 each.

Grande Duchesse Charlotte. Pat. 774. Beautiful long, pointed buds of a unique deep rose shade that open into gorgeous blooms of dusty rose. \$1.75 each.

Helen Traubel.* Pat. 1028. A 1952 All-America Winner and certain to attain great popularity. Long, pointed buds and exquisite blooms varying from sparkling pink to luminous apricot. Fragrant, fine for cutting. Vigorous, free-flowering plant. \$2.75 each.

K. A. Viktoria. Creamy, long-pointed buds, opening to pure white petals with tint of lemon in center of flower. Often considered most perfect white Rose. \$1.50 each.

Katherine T. Marshall.* Pat. 607. Magnificent buds and flowers of warm clear pink. Heavy textured and long lasting. \$1.75 each.

McGredy's Ivory. Very large, creamy white merging to yellow at the base. Vigorous plant; disease resistant. \$1.50 each.

McGredy's Yellow. Unfading canary-yellow, excellent in form of bud and flower. Rich foliage. \$1.50 each.

Mirandy.* Pat. 632. Long, red buds opening to large, fully double, maroon-red flowers. Prolific grower with blooms of unusual lasting quality and rare fragrance. \$2.00 each.

Mme. Henri Guillot. Pat. 337. Large, firm-petaled flowers borne singly on strong stems. Raspberry-pink with gold at base of petals. Extra-large, shiny foliage. \$1.75 each.

New Yorker. Pat. 823. Velvety scarlet petals; large, high-centered blooms. Moderate fragrance. Bushy, vigorous growth; abundant bloomer. \$2.00 each.

Nocturne.* Pat. 713. Long-stemmed buds in varying shades of rich cardinal-red; sweetly fragrant. Splendid for cutting and an all-round favorite. \$2.00 each.

ROSE DUST. It is important to protect your Roses from both diseases and insects. Our Improved ROSE DUST is a complete fungicide and insecticide, formulated for this special use. It should be applied once a week and after every rain. Order a bag with your Roses.

Peace.* Pat. 591. Words are inadequate to express the exquisite qualities of this Rose. Huge long-lasting blooms in a veritable rainbow of pastel glory, ranging from yellow and pink-edged buds to gold, cream, cerise and rose. America's most popular Rose. \$2.50 each.

Picture. Warm pink with undertones of salmon. The bud is truly a picture. Vigorous and healthy plant. One of the best pinks. \$1.50 each.

Rex Anderson. Pat. 335. Exhibition Rose of lovely ivory-white. Its perfect form, large size and artistic style recommend it for show purposes. \$1.75 each.

Serenade. Pat. 852. Long, burnt-orange buds excellent for cutting. Open flower coral-orange and quite fragrant. Strong bushes with healthy foliage. \$2.00 each.

Shining Star. Long-pointed bud, opening to large, vivid unfading chrome-yellow with fruity fragrance. Foliage dark and leathery. \$1.50 each.

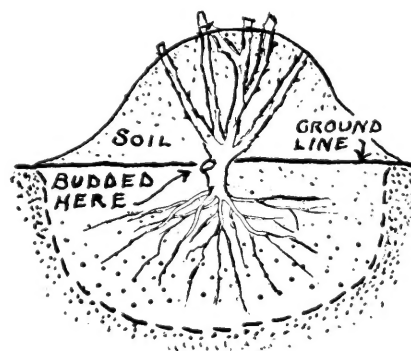
Show Girl. Pat. 646. Amazingly long, lovely pink buds, opening to solid phlox-pink petals with silver veins. Vigorous, free-flowering plant. One of the best pink Roses. \$1.75 each.

Sutter's Gold.* Pat. 885. Long, pointed, golden yellow buds, richly shaded orange and red. High-centered, richly fragrant blooms freely produced on healthy plants. \$2.25 each.

Suzon Lotthe. Pat. 934. Peach-colored buds slowly develop into very double, pearl-pink blooms. A new Rose of unusual coloring and fragrance. Fine plants. \$2.50 each.

Tallyho.* Pat. 828. (Illustrated above.) An entirely new color—old-rose with reverse of petals cardinal-red. Magnificent, fully double flowers with rich spicy fragrance. Tall, robust plant. Tallyho is an exceptionally fine Rose—a "must" in every garden. \$2.00 each.

The Doctor. Long-pointed buds, expanding to enormous, 6-inch blooms of exquisite silvery pink. Intense fragrance. A moderate grower. \$1.50 each.



Proper method of hilling up a Rose at planting time

The above sketch shows the proper way to plant and hill up a Rose. Dig hole considerably larger than spread and depth of roots. Fill in enriched soil around the spread-out roots, keeping the crown or bud barely covered below the finished ground line after tramping. Water thoroughly, and hill up 6 to 8 inches of moist soil around top of plant as shown. This is very important. Completely remove this additional soil when growth starts. Ask for detailed instruction sheet on "Growing Roses the Easy Way."

CLIMBING ROSES

10 or MORE PLANTS 10% DISCOUNT, except on Potted Plants, available in late spring in most varieties at 50c additional. ADD 3% OHIO SALES TAX.

Blaze. Scarlet-red flowers like Paul's Scarlet Climber, with repeat-blooming habits under favorable conditions. \$1.50 each.

City of York. New, very hardy climber, with 3-inch, snow-white, fragrant flowers. Awarded Gold Medal of American Rose Society. \$1.50 each.

Crimson Glory Climber. Pat. 736. The rich color, perfect form and fragrance of the Hybrid Tea, reproduced on a strong climber. Deep velvety crimson. Repeat-blooming. \$2.00 each.

Dr. J. H. Nicolas. Pat. 457. Large, long-lasting, bright pink blooms with rich fragrance. Repeat bloomer that improves with age. A pillar Rose. \$2.00 each.

Golden Climber (Mrs. A. C. James). The supreme yellow Rose. Fragrant; ideal for picking. Very long, stiff stems. \$1.75 each.

High Noon. Pat. 704. (Illustrated at left.) Beautiful, lemon-yellow buds on long cutting stems with no thorns. An 8-foot pillar of handsome, glossy foliage, with continuous blooming habit. Somewhat tender. \$2.25 each.

New Dawn Climber. Delicate, soft pink blooms on long stems, recurring throughout the summer. This is the everblooming form of Dr. W. Van Fleet Climber. \$1.50 each.

Peace Climber. Pat. 932. The same perfect buds slowly opening into large, fully double flowers. Gold changes to canary, then lightens to creamy ivory with a touch of pink. Repeat-blooming. \$2.50 each.

Summer Snow Climber. Pat. 400. A climbing white Floribunda having many small white flowers in clusters. A prolific bloomer all summer. \$2.00 each.



Twelve Winning Roses to Beautify Your Garden...for \$19.53!

**VALUED AT \$23.25 . . . BUT SPECIALLY PRICED FOR YOU
IN '53 AT \$19.53 (\$18.96 plus 57c Ohio Sales Tax)**

● From the creamy white of McGREDY'S IVORY, through the changing panorama of color in PEACE to the velvety deep crimson of CRIMSON GLORY, this is truly a magnificent collection of some of the world's finest Roses! These are all strictly first quality, hardy, field-grown plants. They're trimmed, ready for planting and individually labeled. Plants are guaranteed and those failing to grow will be replaced free, if returned to us by June 1 with original label attached, provided they are planted promptly on arrival and given good care. Complete instructions for the planting and care of them are included with your order. (See instructions for "hilling up" Roses on back page.)

● Make this fascinating selection of glorious, free-blooming Roses the "heart" of your garden. Find out for yourself the satisfaction, pleasure and beauty that our Roses have brought to hundreds of other garden enthusiasts.

Planting should be done only when the soil is in loose friable condition. One of the most important things to do is bank the soil 6 to 8 inches high, in a cone shape, around each plant until the growth starts. Then gradually work this soil down to the level of the bed.

CHARLOTTE ARMSTRONG

GRANDE DUCHESSE
CHARLOTTE

PICTURE

CONDESA DE
SASTAGO

NOCTURNE

FORTY-NINER

CRIMSON GLORY



Siebenthaler's

3001 CATALPA DRIVE
DAYTON 5, OHIO

Phone: RA-1154

HELEN TRAUBEL

SUTTER'S GOLD

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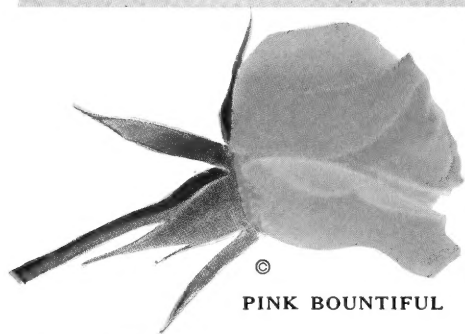
PEACE

McGREDY'S YELLOW

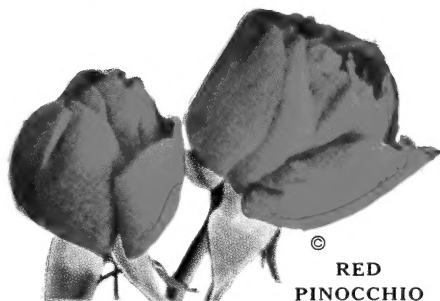
McGREDY'S IVORY

FLORIBUNDA ROSES FOR ALL-SUMMER BLOOM

10 or MORE PLANTS 10% DISCOUNT, except on Potted Plants, available in late spring in most varieties at 50c additional. ADD 3% OHIO SALES TAX.



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PINK BOUNTIFUL



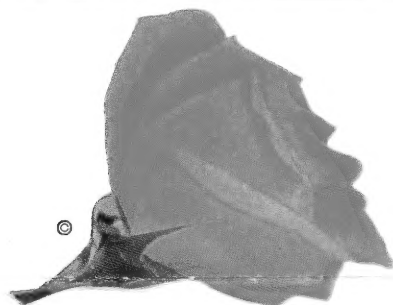
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RED
PINOCCHIO

SPECIAL LIMITED OFFER!

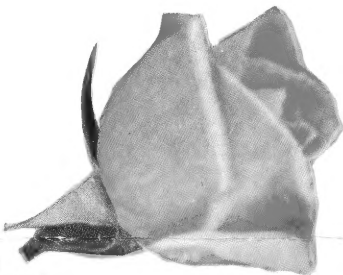
Now . . . you can get THREE
of EACH of the four magnificent
Floribundas shown at left for
only **\$16.95** A regular
\$19.50 value!

(Includes 50c Ohio Sales Tax)

These are healthy, robust plants that will
produce a succession of blooms right up
to the first frost. Put this Collection Special
in your garden at our special price!



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GOLDILOCKS



©
FASHION

Betty Prior. Pat. 340. Large, single flowers, dark carmine outside and soft shell-pink inside. Tall grower. \$1.50 each.

Dagmar Spath. Masses of pure white flowers continually borne on bushy plants of medium height. \$1.50 each.

Fashion.* Pat. 789. Coral-pink suffused with gold—a sparkling new color in Floribundas. Bushy plants of medium size, always in bloom. \$2.00 each.

Floradora.* A magic new color in Roses, attracting universal attention—bright cinnabar-red. Upright plants with glossy, coppery green, holly-like foliage. A good cutting variety. \$1.50 each.

Geranium Red. Pat. 811. An unusual variety because of its brilliant geranium-red color and very double, 3 to 4-inch blooms, produced singly on slender stems. Medium height. \$1.50 each.

Goldilocks. Pat. 672. The first really yellow Floribunda. Buds are rich gold, opening slowly to clear yellow blooms 3 inches across. Spreading plants reaching 2 feet in height. \$1.50 each.

Improved Lafayette. Tall-growing plants continually produce great quantities of vivid cherry-red flowers. They are semi-double and unusually large for a Floribunda. An exceptional variety in great demand. \$1.50 each.

Irene of Denmark. Pat. 889. A new Floribunda with double flowers of fine form and purest white color. Medium grower. \$1.50 each.

Ma Perkins.* Pat. app. for. All-America Award Winner for 1953. Sparkling coral-pink blooms, with shades of red in outer petals. Very resistant to diseases. \$2.25 each.

Margo Koster. Clusters of small, salmon-pink, globular-shaped flowers on dwarf, 15-inch plants. Fine edging or foreground variety. \$1.50 each.

Pink Bountiful. Pat. 601. Large, bright soft pink flowers on erect stems, resembling Hybrid Teas. Excellent for cutting. Best of its color. \$1.50 each.

Pinkie.* Pat. 712. Dainty, perfectly formed pink buds and spicily scented flowers. Glossy foliage. \$1.75 each.

Pinocchio. Pat. 484. Salmon-pink flushed with gold at base. Healthy plants to 24 inches. \$1.50 each.

Red Pinocchio. Pat. 812. Rich velvety red, double flowers borne in large clusters. Long lasting and does not fade. Bushy, medium grower. \$1.50 each.

Vogue.* Pat. 926. All-America Award Winner for 1952. Brilliant cherry-coral color with high-centered, 3 to 4-inch flowers. Plants grow to about 2½ feet and are prolific bloomers. \$2.25 each.

World's Fair.* Pat. 362. Clusters of velvety, deep red flowers 3 to 4 inches across, semi-double. Height of plant, 30 inches. \$1.50 each.



Siebenthaler's

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